

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
21 May 2004 (21.05.2004)

PCT

(10) International Publication Number  
**WO 2004/043095 A3**

(51) International Patent Classification<sup>7</sup>: H04Q 7/32,  
H04M 1/725

(21) International Application Number:  
PCT/IB2003/004487

(22) International Filing Date: 8 October 2003 (08.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
02079631.4 6 November 2002 (06.11.2002) EP

(71) Applicant (for all designated States except US): KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL];  
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventor; and

(75) Inventor/Applicant (for US only): PANJE, Krishna, P.  
[IN/IN]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven  
(NL).

(74) Agent: GROENENDAAL, Antonius, W., M.; Philips  
Intellectual Property & Standards, Prof. Holstlaan 6,  
NL-5656 AA Eindhoven (NL).

(81) Designated States (national): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,  
CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE,  
GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR,  
KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK,  
MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT,  
RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR,  
TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

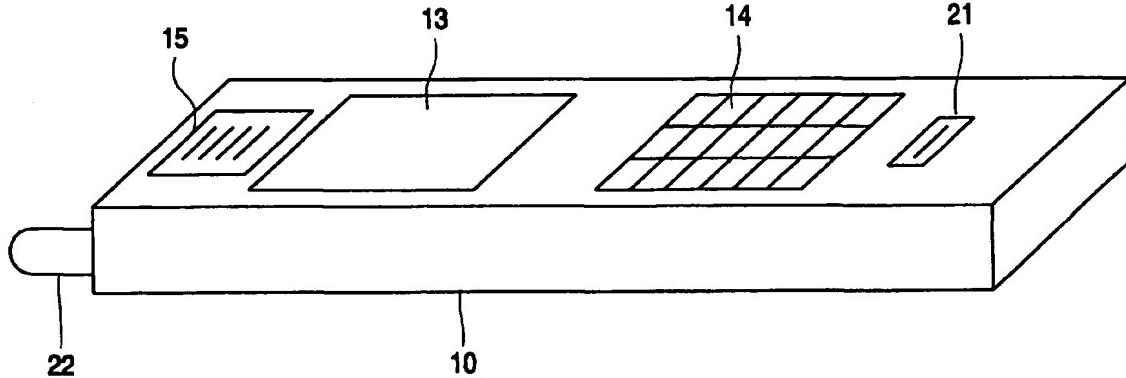
(84) Designated States (regional): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,  
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,  
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,  
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

## Declaration under Rule 4.17:

— as to applicant's entitlement to apply for and be granted  
a patent (Rule 4.17(ii)) for the following designations AE,  
AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH,  
CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES,

[Continued on next page]

(54) Title: PRESENTING AN INFORMATION ITEM ON A MOBILE DEVICE



(57) Abstract: This invention relates to a method of and a mobile device (10) for presenting an information item. Said mobile device can be a personal digital assistant, a palm top, a cell phone or a mobile phone. Said method including the steps of: retrieving an identification of at least one of user gear and apparel; determining a mode reflecting at least one attribute of identified gear and apparel and optionally sending the mode with an identification of said mobile device to a service provider; determining and presenting (13, 15) the information item dependent on said mode. Said method further includes the steps of: receiving a first message from a caller sent to said mobile device; determining a second message dependent on said mode, when said first message is received; and sending the second message to the caller as a response to said first message. Said method's step of determining a second message includes the steps of: sending the mode with an identification of said mobile device to a service provider; and determining the second message based on the received mode and the identification of said mobile device on the service provider. Said method further comprises the step of modifying at least one attribute of gear and apparel. This enables that an unpleasant or a dangerous situation of the mobile device emitting irritating sound or coming up with an intense, flashing coloured display is solved since said mode only presents what is convenient for the user. Further the mobile device or the service provider can automatically without user interaction respond to a call.

**WO 2004/043095 A3**



FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

**Published:**

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

**(88) Date of publication of the international search report:**

25 November 2004

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

A. CLASSIFICATION OF SUBJECT MATTER  
IPC 7 H04Q7/32 H04M1/725

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
IPC 7 H04Q H04M

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 02/13555 A (KONINKL PHILIPS ELECTRONICS NV) 14 February 2002 (2002-02-14) abstract; figure 1 page 15, line 9 – page 16, line 29 -----	1-10
Y	US 6 408 187 B1 (MERRIAM CHARLES) 18 June 2002 (2002-06-18) abstract; claims 1-3; figures 1,2 column 6, line 20 – line 45 -----	1-10
Y	WO 01/41457 A (NOKIA MOBILE PHONES LTD ; NOKIA INC (US)) 7 June 2001 (2001-06-07) claims 2,5 ----- -/-	1,7

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

\* Special categories of cited documents :

- \*A\* document defining the general state of the art which is not considered to be of particular relevance
- \*E\* earlier document but published on or after the international filing date
- \*L\* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- \*O\* document referring to an oral disclosure, use, exhibition or other means
- \*P\* document published prior to the international filing date but later than the priority date claimed

- \*T\* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- \*X\* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- \*Y\* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- \*&\* document member of the same patent family

Date of the actual completion of the international search

20 September 2004

Date of mailing of the international search report

04/10/2004

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3016

Authorized officer

Danielidis, S

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2002/084901 A1 (KAARIO JUHA ET AL) 4 July 2002 (2002-07-04) abstract; claims 10-12; figure 1 page 2, paragraph 27 - page 3, paragraph 29 page 3, paragraph 34 -----	1,7
A	EP 0 865 188 A (NOKIA MOBILE PHONES LTD) 16 September 1998 (1998-09-16) abstract; figure 1; tables 1-3 page 5, line 58 - page 6, line 11 -----	1-10
A	EP 1 217 849 A (NOKIA CORP) 26 June 2002 (2002-06-26) abstract; claim 3; figure 3 column 7, line 36 - line 43 -----	1-10

## Information on patent family members

Other application no

IB 03/04487

Patent document cited in search report	Publication date		Patent family member(s)		Publication date
WO 0213555	A 14-02-2002	US CN WO EP JP US CN WO EP JP	6782253 B1 1394451 T 0213555 A2 1250824 A2 2004506357 T 2002039909 A1 1393114 T 0213556 A2 1247414 A2 2004506358 T	B1 T A2 A2 T A1 T A2 A2 T	24-08-2004 29-01-2003 14-02-2002 23-10-2002 26-02-2004 04-04-2002 22-01-2003 14-02-2002 09-10-2002 26-02-2004
US 6408187	B1 18-06-2002		NONE		
WO 0141457	A 07-06-2001	US WO	2001031633 A1 0141457 A2	A1 A2	18-10-2001 07-06-2001
US 2002084901	A1 04-07-2002		NONE		
EP 0865188	A 16-09-1998	GB EP US	2323245 A 0865188 A2 2002107009 A1	A A2 A1	16-09-1998 16-09-1998 08-08-2002
EP 1217849	A 26-06-2002	EP US	1217849 A1 2002090926 A1	A1 A1	26-06-2002 11-07-2002